**Project: The Making of a President**

**Your role: The nominating committee of the Democratic or Republican Party (your choice)**

**Your job: Propose a candidate for you party’s nomination for President.** Your candidate can be any American and should be someone who is well-known and successful. You may choose someone who is in the political world, an actor, musician, athlete, or any other person who is up to the job. For the purposes of our project we will ignore the fact that the President must be at least 35 years old, however they still must be a native-born American citizen. You will need to pick someone whose beliefs and values are in line with the beliefs of the party you have chosen. You would not want to propose someone who is very liberal as a Republican candidate (and vice-versa with a conservative as a Democrat).

**Your audience: The voters of the New Hampshire Primary in 2016.**

**The products:**

**1) “Vetting” Report.** Political parties always “vet” their candidates before nominating them. It means that they do some research into their past to uncover any possible scandals, as well as to make sure that they conform to the beliefs and values the party stands for. You will need to complete the *vetting report* form for your candidate. If you uncover that they are not suitable, simply choose another, more suitable, candidate.

**To help you with this task:**

[**http://www.democrats.org/issues**](http://www.democrats.org/issues)Democratic Party website, describes their positions on all major issues

[**http://www.gop.com/index.php/issues/issues/**](http://www.gop.com/index.php/issues/issues/)Republican Party website with their positions on issues

[**http://ndp.wikia.com/wiki/List\_of\_celebrities\_with\_links\_to\_the\_U.S.\_Democratic\_Party**](http://ndp.wikia.com/wiki/List_of_celebrities_with_links_to_the_U.S._Democratic_Party) A list of celebrities with connections to the Democratic Party. They may not all be suitable candidates, and still need to be vetted

[**http://ndp.wikia.com/wiki/List\_of\_celebrities\_with\_links\_to\_the\_U.S.\_Republican\_Party**](http://ndp.wikia.com/wiki/List_of_celebrities_with_links_to_the_U.S._Republican_Party) A list of celebrities with connections to the Republican Party. They may not all be suitable candidates, and still need to be vetted

**2) Simulated advertising campaign.** You will be creating an advertising campaign, using prescribed propaganda methods, to promote your candidate to the voters of the New Hampshire Primary election. You will do this by using your choice of media format, either ***PowerPoin*t** or ***Photo Story***. Either way you will need to follow this format **(in order!)** These steps should each be a different slide (or more) in your presentation (different picture and narration if in Photo Story)

**1. “Positive” ad introducing your candidate to the voters and announcing that he (or she) is running for your party’s (name the party) nomination for President.** Let them know what your candidate has done in their career and why it makes them a good candidate for President.

**2. “Glittering Generality” in support of your candidate**

**3. “Card Stacking” proposing an original policy idea.** Here you should explain an idea your candidate would like to act upon if elected President.

**4. “Plain Folks” appeal.** Demonstrate that your candidate understands the problems of the everyday voters of New Hampshire.

**5. “Bandwagon” appeal in support of your candidate**

**6. “Name calling” attack on one of your opponents.** I will provide a list of all the candidates running in our class simulation to all groups.

**7. Negative “Transfer”.** Make a negative connection between one of your opponents and some person who is perceived negatively.

**8. Positive “Transfer”.** Create either a celebrity endorsement on behalf of your candidate or connect them to a positive figure from your party’s past.

**3) Election Day.** We will have a simulated primary election following the presentation of all advertising campaigns. The candidate who wins the election will earn bonus points for the group who ran their campaign.